



Docket No.: 5014 CON

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: David Sprogis

GROUP: Unknown

SERIAL NO: Unknown 10/643,122 EXAMINER: Unknown

FILED: August 18, 2003

FOR: SYSTEM AND METHOD FOR DIGITALLY PROVIDING AND DISPLAYING  
ADVERTISEMENT INFORMATION TO CINEMAS AND THEATRES

Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

INFORMATION DISCLOSURE STATEMENT

In compliance with 37 C.F.R. §§1.56, 1.97, and 1.98, Applicant submits identification of the documents listed on the attached Form PTO-1449. Copies of the U.S. patents referenced therein are not included pursuant to 37 C.F.R. §1.98 (a)(2)(i).

The Commissioner is authorized to charge Deposit Order Account No. 19-0079 for any further fee that is required.

Respectfully submitted,

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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below in a first-class mail envelope addressed to the Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450 Mail Stop Patent Application.

Meghan H. Carr  
11/05/2003

Date

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ATTORNEY DOCKET 5014 CON

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

**U.S. PATENT DOCUMENTS**

| EXAMINER<br>INITIAL |    | DOCUMENT<br>NUMBER | DATE     | NAME              | CLASS | SUBCLASS | FILING DATE<br>IF APPROPRIATE |
|---------------------|----|--------------------|----------|-------------------|-------|----------|-------------------------------|
|                     | AA | 4,761,641          | 08/02/98 | Craig Schreiber   |       |          | 01/21/83                      |
|                     | AB | 5,133,079          | 07/21/92 | Ballantyne et al. |       |          | 08/28/90                      |
|                     | AC | 5,227,874          | 07/13/93 | Von Kohorn        |       |          | 10/15/91                      |
|                     | AD | 5,381,476          | 01/10/95 | Kimoto et al      |       |          | 01/22/93                      |
|                     | AE | 5,392,066          | 02/21/95 | Fisher et al.     |       |          | 11/19/92                      |
|                     | AF | 5,412,416          | 08/07/92 | Nemirofsky        |       |          | 05/02/95                      |
|                     | AG | 5,521,631          | 05/28/96 | Budow et al.      |       |          | 05/25/94                      |
|                     | AH | 5,568,181          | 10/22/96 | Greenwood et al.  |       |          | 05/01/95                      |
|                     | AI | 5,761,601          | 06/02/98 | Nemirofsky et al. |       |          | 08/09/93                      |
|                     | AJ | 5,801,754          | 09/01/98 | Ruybal et al.     |       |          | 11/16/95                      |
|                     | AK | 5,838,314          | 11/17/98 | Neel et al.       |       |          | 02/21/96                      |
|                     | AL | 5,892,535          | 12/13/96 | Allen et al.      |       |          | 04/06/99                      |
|                     | AM | 5,924,013          | 09/03/97 | Guido et al.      |       |          | 07/13/99                      |
|                     | AN | 5,955,710          | 09/21/99 | DiFranza          |       |          | 01/20/98                      |
|                     | AO | 5,983,069          | 03/22/96 | Cho et al.        |       |          | 11/09/99                      |
|                     | AP | 6,009,465          | 12/28/99 | Decker et al.     |       |          | 01/22/96                      |
|                     | AQ | 6,026,368          | 02/15/00 | Brown et al.      |       |          | 07/17/95                      |
|                     | AR | 6,026,369          | 02/15/00 | Capek             |       |          | 05/09/97                      |
|                     | AS | 6,038,367          | 03/14/00 | Abecassis         |       |          | 02/19/99                      |
|                     | AT | 6,038,545          | 03/14/00 | Mandeberg         |       |          | 03/17/97                      |
|                     | AU | 6,257,982          | 07/10/01 | Rider et al.      |       |          | 06/01/99                      |
|                     | AV | 6,424,998          | 07/23/02 | Hunter            |       |          | 05/18/99                      |

**FOREIGN PATENT DOCUMENTS**

| EXAMINER<br>INITIAL |    | DOCUMENT<br>NUMBER | DATE     | COUNTRY | CLASS | SUBCLASS | TRANSLATION<br>YES NO |
|---------------------|----|--------------------|----------|---------|-------|----------|-----------------------|
|                     | AW | CN<br>2,231,376    |          | Canada  |       |          | YES                   |
|                     | AX | 0 424 648 A2       | 05/05/91 | EPO     |       |          | YES                   |
|                     | AY | 0 572 090 A2       | 01/12/93 | EPO     |       |          | YES                   |
|                     | AZ | WO99/08216         | 02/18/99 | PCT     |       |          | YES                   |
|                     | BA | WO99/36341         | 07/22/99 | PCT     |       |          | YES                   |
|                     | BB | WO00/00917         | 01/06/00 | PCT     |       |          | YES                   |

**OTHER DOCUMENTS** (Including Author, Title, Date, Pertinent Pages, Etc.)

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|---------------------|---|--|
| EXAMINER<br>INITIAL |   |  |
| BC                  | Scala InfoChannel Product Manual. Bothmans.bk : Ch20.doc. July 23, 1996. pp.1-76.   |  |
| BD                  | Hilderbrand, Carol. "Movie Technology Puts an End to Bad Endings." and Daly, James "Quiet on the set! Lights, camera, digitize." ComputerWorld Leaflet. p.1   |  |
| BE                  | Zimmerman, Rolf G. and Flatekval, Kai M. "A Small Revolution." Bergens Tidene. July 24, 1998. p.1.  |  |
| BF                  | Digital Programme Delivery: Digital Cinema. United Artists. July 1994. pp.1-17.   |  |
| BG                  | Mendrala, Jim. "A Brief History of Film and Digital Cinema." July 1, 2002. pp. 1-11.  |  |
| BH                  | Takahashi, Dean. "Pac Bell Plans New Way to Get Films to Theaters." <i>The Los Angeles Times</i> . April 28, 1992. Los Angeles, CA. pp.1-2.   |  |
| BI                  | E Cinema- Main Report. pp.1-23.   |  |
| BJ                  | Jorgensen, Kjetil. "CAPA Enters New Advertising Channel." Dagens Naeringsliv. August 5, 1998. p. 1.   |  |
| BK                  | Griffiths, David. Letter to Chris Hagan. December 15, 1999. pp.1-2.   |  |
| BL                  | E-Cinema Alert #85. Screen Digest. October 4, 2002. pp.1-11.  |  |
| BM                  | E-Cinema Alert #86. Screen Digest. October 14, 2002. pp.1-11.   |  |
| BN                  | Contract Document (no translation) Oslo, Norway. February 11,1998. pp. 1-3.   |  |
| BO                  | Contract Document. (no translation) Bergen. January 1, 1999. pp. 1-3.   |  |
| BP                  | Fox, David J. "Pacific Bell Unveils a New Way of Looking at Movies Technology: A high-definition digital projection sent over fiber-optic telephone lines would eliminate film." <i>The Los Angeles Times</i> . November 2, 1993. Los Angeles, CA. pp. 1-2. |  |
| BQ                  | Movies get a chunk of ad dollars from the Miami Herald dated January 25, 1987   |  |
| BR                  | CineCast HD internet product summary dated 1998   |  |
| BS                  | Cyberstar press release dated November 9, 1998  |  |
| BT                  | DTDS trademark information filed December 30, 1999  |  |
| BU                  | MultiMedia at Work; <u>A High-Resolution Video Server for Cinema of the Future</u> ; Lev Vaitzlit; Fall 1995, No. 3, P. 65-69   |  |
| BV                  | Computer Networks; Unintrusive customization techniques for Web advertising; Marc Langheinrich, Atsuyoshi, Naoki Abe, Tomonari Kamba, Yoshiyuku Koseki; Vol. 3, P. 1259-1272  |  |
| BW                  | PACIFIC BELL WILL DELIVER MOVIES TO THEATERS by Laura Evenson; San Francisco Chronicle dated 3/21/1994  |  |
| BX                  | Coming soon to a theater near you: ;local digital ads by Paul Gough; Media Daily News; 8/23/02  |  |
| BY                  | Proxima and NCN partnership from Business Wire dated June 25, 1999  |  |
| BZ                  | Partnership formed fro e-cinema advertising from Screen Digest; n33; July 1999  |  |
| CA                  | US 2001/0044726 11/2001   |  |
| CB                  | NCNInc.com background information printed 9/25/02   |  |

EXAMINER

DATE CONSIDERED

**EXAMINER: Initial if citati n consid red, wheth r or n t citation is in c nformanc with MPEP 609; draw lin through citation if not in conformance and not considered. Include copy of this form with next c mmunication to applicant.**